

## Message Text

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ACTION EUR-12

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R 181550Z DEC 75  
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INFO SECSTATE WASHDC 4468  
AMEMBASSY ROME

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E.O. 11652: N/A  
TAGS: BEXP, IT  
SUBJECT: MULTI-COMPANY BSP FINAL REPORT

1. WEEK-END USA MULTI-COMPANY BSP
2. USTC MILAN DECEMBER 13-15, 1975
3. SIXTEEN PARTICIPANTS FOR 27 EXHIBITORS  
ALL OTM
4. SALES DURING SHOW: \$18,800
5. SALES PROJECTED NEXT 12 MONTHS: \$1,017,500
6. N/A
7. N/A
8. N/A
9. N/A
10. 922 VISITORS
11. A) AMF INT'L., N.Y. OTN. EXHIBITED MOTORCYCLES  
TENNIS RACKETS, SKIS AND DIVING EQUIPMENT.  
PROJECTED INCREMENTAL 12 MONTHS SALES: \$25,000.  
WROTE DOTT. FERRANTINA, PROMOTIONAL AND MARKETING  
MANAGER AMF MARES SUB: "THE EXHIBITION SPACE WAS  
GOOD AND THE TRADE CENTER ORGANIZATION TOP-NOTCH.  
UNFORTUNATELY THE CROWD WAS NOT AS LARGE AS WE  
EXPECTED." CLEARED  
B) CHRIS-CRAFT, POMPANO BEACH, FLORIDA. OTM. EXHIBITED  
CABIN CRUISERS. PROJECTED INCREMENTAL SALES:  
\$70,000. WORTE SIGNOR BASSI, MILAN AGENT, "DESPITE  
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THE TIMING I STILL BELIEVE THE SHOW HAS HAD A DECENT

SUCCESS." CLEARED.

12. BATTLING THE PRE-CHRISTMAS SHOPPING CRUSH FOR THE PUBLIC'S ATTENTION, THE MTC'S SECOND WEEK-END USA EXHIBITION WAS SMALLER THAN LAST YEAR'S VERSION AND HAD A FRANKLY DISAPPOINTING ATTENDANCE (1/3 OF THE '74 TOTAL. PRINCIPAL REASON FOR ATTENDANCE DOWNTURN WAS THAT SHOW HELD ON ONE OF TWO WEEKENDS WHEN STORES IN MILAN OPEN BOTH SATURDAY AND SUNDAYS', ACCORDING OUR EXHIBITORS CONTINUED ECONOMIC DOWNTURN ALSO MAY HAVE HAD SOME EFFECT ON LOCAL MARKET FOR LEISURE AND RECREATIONAL GOODS. FINAL RESULTS OF EXHIBITION HOWEVER WERE MORE THAN SATISFACTORY WITH ON FLOOR SALES SUPASSING '74 TOTAL. PROJECTED 12 MONTH SALES (ALL INCREMENTAL) GIVEN REDUCED NUMBER OF EXHIBITORS, WERE GOOD. ALL BUT THREE EXHIBITORS ACHIEVED THEIR FIRST OBJECTIVE IN PARTICIPATING AND ALMOST TO A MAN ALL EXHIBITORS (EVEN THOSE FEW RESPONDING "NO") INTERESTED IN REPEATING SHWO NEXT YEAR. WHILE MTC DOUBTS EFFICACY OF ANOTHER WEEK-END EXHBIT AT PRE-CHRISTMAS TIME SLOT (EARLIER NOVELTY FACOTR HAS ALSO BEEN SOMEWHAT DIMINISHED), WE WILL NEVERTHELESS CONSIDER ANOTHER SIMILAR MULTI-COMPANY BSP, PROBABLY IN SPRING '77, IF WE FIND SUFFICIENT LOCAL AGENT INTEREST AND IF EVENT DOES NOT DETRACT FROM MTC RESOURCES NEEDED TO SUPPORT PROMOTION AND PROCUREMENT OF REGULAR EXHIBITIONS.FINA

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